



Aleja Bielany

Aleja Bielany, formerly **Park Handlowy Bielany**,^[1] is a Polish shopping center.^[2] A center managed by IKEA Centres Poland S.A., located at Czekoladowa Street 5-22, created at the turn of the 20th and 21st centuries in Bielany Wrocławskie, right on the border of Wrocław. It has been remodeled and expanded several times in the 21st century.



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History

At the end of 1996, the first IKEA furniture store in Lower Silesia began operations here, and since 1998, there has also been a shopping gallery and a building supply market, OBI, located at this site. From 2004 to 2006, the second part of the center was developed, and it underwent an expansion from 2014 to 2015. The origins of the Bielany Shopping Park date back to 1993 when the local authorities sold a plot of land to the Dutch company Makro Cash and Carry, which was a result of a promotional campaign initiated by the local authorities in 1990 that encouraged investors to purchase land and invest in Bielany Wrocławskie. In the autumn of 1998, the opening of a Tesco hypermarket took place, along with an associated shopping gallery featuring dozens of stores, as well as a construction hypermarket, OBI. Between 2004 and 2006, the Park was expanded and a Furniture Center was opened, which primarily housed interior furnishing stores. There was also a multi-market for DIY enthusiasts and hobbyists.^[3]

References

1. "Po modernizacji Park Handlowy Bielany zmienia nazwę" (<https://www.dlahandlu.pl/detal-hurt/po-modernizacji-park-handlowy-bielany-zmienia-nazwe,42362.html>). *www.dlahandlu.pl* (in Polish). 2015-04-22. Retrieved 2025-05-22.
2. "Powstaje największe centrum handlowe w Polsce" (<https://web.archive.org/web/20140714235327/http://biznes.onet.pl/powstaje-najwieksze-centrum-handlowe-w-polsce,18490,5644864,16812428,fotoreportaze-detal-big>). *biznes.onet.pl* (in Polish). 2016-03-04. Archived from the original (<http://biznes.onet.pl/powstaje-najwieksze-centrum-handlowe-w-polsce,18490,5644864,16812428,fotoreportaze-detal-big>) on 2014-07-14. Retrieved 2025-05-22.
3. <http://www.bielany.parkhandlowy.pl/store-locator/jula>.